

Rhea Allen

KEYNOTE SPEAKER. MARKETING COACH.
CULTURE + BRANDING FACILITATOR.

PRESIDENT + CEO
PEPPERSHOCK MEDIA



AS SEEN ON AND QUOTED IN



INTERNATIONAL SPEAKER



ABOUT RHEA

Rhea Allen, President/CEO of Peppershock Media, is known for her story-telling passion and her ability to diligently obtain effective media campaign results by crafting relevant, impactful, and compelling messaging. As an in-demand integrative marketing consultant, national presenter, adjunct professor at Boise State University, and a keynote speaker, Rhea emphasizes team building and creating a company culture that inspires superior outcomes for each and every loyal Peppershock Media client.

You might say that she facilitates clients and crew through the creative process, but really she just has fun! With a television news & promotions background not only in the Treasure Valley but in the top 12 market in Seattle, Rhea takes an investigative, documentary, testimonial and "edutainment" style to her celebrated work, where her love of story-telling really shines! Rhea and her husband Drew Allen, Co-Founder/COO of Peppershock have two boys Emerson and Kaden, they enjoy spending time in the outdoors together.

BOOK RHEA TO SPEAK! FIND A TIME THAT WORKS BEST FOR YOU TO DISCUSS: PEPPERSHOCK.COM/BOOK-RHEA

AWARDS



- Woman of the Year 2020
- Small Business of the Year
- BSU Distinguished Alumni
- Powerlist Top 50 Most Influential Business Leaders in Idaho
- Emmy Award Winning Creative

CONTACT & CONNECT



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MARKETING EXPEDITION PODCAST HOST

Rhea interviews special guests, discusses trending marketing topics, and most importantly, teaches how to build your brand and your bottom line!

TESTIMONIALS

- “ Rhea was extremely engaging and fun to listen to. Had great tips and suggestions to bring in to our culture. Her company's culture is amazing! —Anonymous
- “ Really enjoyed it! Thank you for taking the time, I loved learning about what we're already doing well but also ideas for improvement. —Anonymous
- “ Great way to start off the year and look forward to learning, changes and challenges! —Kathie Eastman

KEYNOTE & SPEAKING TOPICS

Culture + Branding

Your culture is your brand! Want to increase engagement and your earnings? Start by creating a meaningful company culture. You will learn how keeping your employees engaged, excited, and happy will help you outperform the competition, produce a better brand, and increase your bottom line. Love your job, love who you work with and let the good times roll.

Networking to Relationship Building

Start shifting from networking to relationship building fast! Creating 10 friends isn't just about reaching a number, it's about making connections and meaningful relationships. Get useful tips and learn how to create quality connections and satisfied customers because ultimately, the quality of a relationship is more important than the quantity!

Building Your Brand with Social Media

With social media being such a key impact in today's world and a leading tool in the business industry why not be an expert? With the help of Rhea Allen, Peppershock President/CEO, learn the ins and outs of everything related to Instagram, Facebook, LinkedIn, X corp. (formally Twitter), and several other new platforms. Take an extensive look at how best to utilize these tools to promote your business, build your brand and your bottom line.

New Marketing Trends: Workshops

In an ever changing world it is difficult to keep up but not anymore! With Rhea Allen's new marketing trends workshop stay up to date and be ahead of the competition. Learn not only about trendy words and hashtags but also about relevant social media campaigns that will keep your customers engaged. Don't be a part of the change be the change!

Top 10 Ways to Build a Stellar Brand

Brand Essence is the heart and soul of a brand. It is the brand's fundamental nature or quality so let us help you in getting there! Rhea's expertise in building brands will be exemplified and she will help guide you in increasing your brand voice, awareness, values and more!

Show Me the Money! A Guide to Getting a Return on Marketing Investments

Getting a Return on Marketing Investments is not always about the money but also the mindset. Achieving a return on marketing investment can be difficult to obtain and track which is where we here at Peppershock step in. With information on everything from streamlining your systems to creating a successful tracking routine Peppershock will make sure you are getting the most out of your marketing dollars!

INTERVIEW SAMPLE QUESTIONS

Who are you, what's your background, what do you do and why do you do what you do?

Who is your ideal client and why?

What are some success stories of people you have helped or served in your business?

What are a few marketing tactics that seem to be working for you and why that might inspire our listeners to try too?

What are your needs? How can our listeners help you and how can you help our listeners? What are your offerings or ways people can engage with you best?

Who inspired you, mentored you, or helped you along the way? What are some resources you found to be helpful that others might find helpful too?

Culture and Branding: What is it about you and your company that makes your culture so special?

What is your podcast about?

What are creative ways to envision the new future for you, your business and your brand

Why should brands hire an Agency?

What is the importance of measuring ROMI (return on marketing investments)?

